

My experience at Loacker: an inspiration for wine tourism

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A memorable experience

At **Loacker**, a company renowned worldwide for its delicious **wafers**, we were immersed in an engaging and well-structured tour in less than an hour. The ingredients for the success of this experience were many:

1. **Optimal duration:** The visit was brief, yet well planned. Time was intelligently managed, allowing participants to further explore, read, and observe the museum after the tour.
2. **Fun and interaction:** During the visit, we were allowed to make a wafer with our own hands, spreading the cream and packaging it. This type of hands-on activity was

crucial in engaging all senses and creating a lasting memory. Even though we can't do exactly the same in the wine world, the idea of involving visitors in interactive activities is definitely something to consider.

3. **Simple language:** The entire journey was designed to be understandable even for children, but this is an advantage for adults as well. An informative video clearly and concisely explained Loacker's history, making it easy to remember the highlights.
4. **Autonomy:** After the guided experience, we were given time to explore on our own, read, and observe. This approach allowed everyone to delve deeper into the aspects they found most interesting.
5. **The shop:** Lastly, the tour concluded with a visit to the shop, where promotions and exclusive editions even tempted me, who I am not a big fan of wafers, to make purchases. This shows how effective it is to create a welcoming and stimulating environment to encourage sales.

Lessons for wine tourism

This experience at **Loacker** has made me reflect on how we can improve our wine tourism activities. Too often, in the wine world, the relationship with visitors is one-directional: we explain about wine, and they listen. Instead, we should aim to create more interactive and engaging experiences where visitors can learn by doing, not just by listening.

Here are some key points we can apply:

- **Brief but intense experiences:** Plan short but well-structured visits that allow for independent exploration.
- **Interactivity:** Engage visitors in practical activities,

such as creating small blends or interactive guided tastings.

- **Simple language:** Use clear and accessible language, possibly supported by videos or other visual aids.
- **Post-visit autonomy:** Give visitors time to explore on their own, perhaps with the help of informational materials available on-site.
- **An attractive shop:** Create a sales space that is welcoming and stimulating, with promotions and exclusive products that encourage purchases.

It's essential to create a bidirectional relationship with visitors, offering them not just knowledge, but also fun and interaction. Only then can we ensure that the wine experience remains etched in their memory, just as it happened to me with Loacker's delicious wafers.